

## GET THE MOST OUT OF YOUR MEETINGS

- ✓ Use this planner to conduct short meetings each month using material from Consultant magazine.
- ✓ All you need to say and do is right here.
- ✓ Meeting times are short.
- ✓ Lessons are designed to improve performance and results of your Consultants.

Article & Page	Activity	Manager's Script
<b>Attitude and Environment</b> Page 4  Approx. 10 min.	<p><b>Opener/Energizer.</b> An energizer helps loosen people up and gets them thinking about the material and its practical application within the dealership, particularly to their job.</p> <p>The objective of this exercise is to ensure consultants are invested in making and maintaining a clean and organized work environment. Their personal appearance is also important to building positive customer perceptions.</p>	<p>In the article <u>Attitude and Environment</u>, the author writes about the importance of presenting a good personal appearance as well as a clean business environment in which to conduct business.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> <li>1. What is the most vulnerable area of our operation — where it is tough to keep things clean and organized?</li> <li>2. What do we need to do to make this better?</li> <li>3. What areas (outside our department) are also problem areas?</li> </ol>
<b>Helping Your Customers Be Safe</b> Pages 6 & 7  Approx. 15 min.	<p>The objective of this exercise is to encourage your consultants to not give up on a sale when the customer expresses concern about how to pay the bill.</p> <p>The key is to ensure all your consultants are aware of the methods to reduce costs and pay for repairs from lower price products, to local same day loans, to a willingness to reduce price yourself. You only need be concerned about everyone being aware of the options that exist.</p>	<p>In the article <u>Helping Your Customers Be Safe</u>, the author points out that there are many ways to address a customer's need for maintenance and repairs that are tough to afford. Please tell me:</p> <ol style="list-style-type: none"> <li>1. Which of the ideas in the article have you found to be effective and why?</li> <li>2. Which suggestions do you like that at the same time seem out of bounds for us?</li> <li>3. What can leadership do to make necessary repairs and/or maintenance more affordable?</li> <li>4. How important is 'being safe' to most of your customers?</li> </ol>
<b>All</b>  Approx. 5 min.	<p><b>Wrap Up</b> — The objective is to have your consultants provide feedback about information they found relevant and helpful in the magazine that was not covered in the meeting.</p> <p><b>Tip:</b> <i>Do not adjourn without a response to this question. (You may need to offer your own answer and then ask what each person thinks about it.)</i></p> <p><b>Tip:</b> <i>Another objective of this activity is to set the stage for next month's meeting. Consultants will prepare to answer the questions you may ask. This is a way to hold them accountable for reading the magazine.</i></p>	<p>We have talked about:</p> <ul style="list-style-type: none"> <li>• Attitude and Environment</li> <li>• Helping Your Customers Be Safe</li> </ul> <p>In addition to these subjects, what other one article or bit of information stands out for you in this month's <u>Consultant</u> magazine?</p>